



Governor's Conference on Tourism Governor's Awards Luncheon

Remarks by Gov. Jan Brewer
Thursday, July 9, 2009
The Westin Kierland Resort & Spa

Thank you, Sherry, and thanks to all of you for being here today at this very important conference.

As Governor, I am privileged to address many groups around the state on a variety of subjects, but today I am especially honored to join you in celebrating the importance of tourism -- a vital economic engine for the state of Arizona.

Simply stated -- Arizona's Tourism Industry generates revenue that benefits all of us.

And, today -- though you are rightfully recognizing tourism professionals and programs for outstanding achievement -- I believe each person in this room -- and all statewide tourism professionals -- deserve recognition for building Arizona's Tourism Industry.

I'm talking about everyone involved with the industry.

Hotel housekeeping staffs. Tour guides. Bus drivers. Food service professionals.

I thank them all for their commitment to making visitors feel welcome wherever they are in Arizona.

And to you -- tourism professionals from the Convention & Visitors Bureaus, Chambers of Commerce, state attractions, our hotels and restaurants -- and all of the other people dedicated to our tourism industry -- I say THANK YOU for ensuring that tourism remains a key economic driver for our economy.

I would like to recognize the Arizona Hotel & Lodging Association, the Arizona Restaurant Association, the Arizona Tourism Alliance, and of course, the Arizona Office of Tourism, for their industry leadership, vision and commitment.

And I congratulate the Arizona Office of Tourism and Moses Anshell Advertising for creating the "Free To Be" campaign, which I know will help attract many new visitors to our state.

You know these are not easy economic times for us.

So, creating jobs and generating revenue has never been more important.

The tourism industry is a critical component in both job creation and revenue generation for our state, supporting more than 170,000 jobs and bringing nearly \$20 billion into Arizona's economy.

That revenue sustains important services and programs which, in turn, enhance the quality of life that we all enjoy.

There is no doubt that Tourism is vital for Arizona.

Across the state -- from the metropolitan areas to rural communities -- the economic vitality of the tourism industry is critical to the future of our state's economy.

Tourism has important links to so many aspects of our state -- from transportation -- to growth -- to the environment -- and to the economy -- tourism is a key element as we chart an even brighter course for Arizona.

Through the economic challenges, we remain committed to supporting the tourism industry.

And despite today's economic climate, we have many great things on Arizona's beautiful horizon.

Just a few weeks ago, I helped introduce the plans for the upcoming Statewide Centennial celebration.

The Centennial is a milestone opportunity for all Arizonans to celebrate the rich and dynamic legacy of our state.

We may come from different areas of the state, we may come from different industries, we may be Republicans or Democrats, but we are all Arizonans.

I am asking each of you to get involved to make Arizona's 100th birthday a celebration equal to our beautiful state and its glorious history.

This is our Centennial Celebration, and we will have to work to make it successful.

So, please, talk to your industry colleagues; develop ideas and plans for your tourism partners to get involved.

Talk to business and civic leaders and ask them to participate.

Set aside some time now to get involved to help make the Centennial celebration something to remember.

I know this afternoon, you will have the opportunity to participate in meetings and workshops covering a wide range of subjects -- from research and marketing to public relations.

I encourage you to take the information you learn at this conference and use it to build your skills in making tourism even stronger for our state.

I applaud your hard work and passion, and I ask you to continue your great mission in marketing the state of Arizona around the country -- and around the world.

Have a great conference, and thank you for letting me be a part of it.